PASSPORT - PERFORMANCE ESTIMATE

- London CMA population: 290,500

  Ontario population: 8,815,900

  London % of Ontario population: 3.30%

Assuming Population Share Equals Cigarette Share:

MIDAS INDUSTRY SALE

CIGARETTE MARKET

	JUNE *	JULY	AUG	SEPT **	OCT	NOV	DEC	JAN*
Ontario (000,000)	2,494	1,221	2,665	1,119	1,494	1,588	2,380	977
London (000)	82.302	40.293	87.945	36.927	49.312	52.424	70.559	32.234
Passport (000)	.20	.80	1.0	.60	.40	.50	.10	.20
Estimated Share for Passport in London	.24%	1.99%	1.14%	1.62%	.81%	.95%	.14%	.62%

* Industry price increase.
June, 1984
January, 1985

** 1st Week of Sept 1984 - Federal tax increase, with an August load.

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Source: https://www.industrydocuments.ucsf.edu/docs/syhj0004